



B²:Videography



Video Blueprint

b2videography.com

Welcome



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Our mission is to help businesses increase customer engagement through quality video content

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We are a videography and corporate film creative agency based near Portsmouth on the UK's south coast. We are content creators and storytellers, making short-form promotional films, adverts, training videos, and lifestyle filmed content. We work in a number of industries, across the UK and internationally.

We manage all stages of your project from the initial brief meeting through all stages including scripting, storyboarding, directing, shooting, drone filming, and editing, through to delivery.

B2: Videography started with the mission to help businesses increase customer engagement through quality video content with a strong storytelling format, promoting increased customer engagement for our customers. We are able to keep costs low, whilst ensuring creative output and value for money remain high.

Talking Video



Graham Burns: Co-founder

“As a video agency founder, I know that in today’s digital world, businesses must find new and innovative ways to reach and engage with their target audience. One of the most effective methods for doing so is through video marketing. However, creating compelling video marketing assets can be a challenging task for businesses without the necessary skills and experience. This is why my brother Dave and I founded B2 Videography.

Together, we bring a unique perspective to video marketing. We combine our knowledge of business strategy and filmmaking to create effective video assets to help businesses achieve their individual goals. I have over 20 years of experience in sales and marketing, and understand how to connect with and engage customers, Dave, a digital content and video creative, has a keen eye for visual storytelling and is equipped with over a decade of experience.

At B2 Videography, we offer a wide range of services including: concept development, scriptwriting, filming, editing and post-production. Our team also has the necessary equipment and expertise to produce high-quality videos, including aerial footage, 360-degree video, and animation. We work closely with each client to understand their unique needs and develop a tailored video marketing strategy that delivers results.

We would love to work with you to create your next video; however, we understand that many businesses are not ready to employ external agencies to create their video content yet. As a result we have created this video blueprint to help you plan and create video content that engages and urges your viewers to complete the required call to action. Follow this tried and test method to create your next video. If you have any questions then please do not hesitate to contact us.”

4 Step Process

A video blueprint to create high-converting video marketing

1 Research Phase

Get to know your customer, their issues and their problems that need solving.

2 Creativity Phase

Gather your ideas for the advert and plan the structure to create a successful video advert.

3 Dimension Phase

Plan the video using tools to optimise your message and to help to ensure lead conversion and engagement.

4 Finalise Phase

Refine the ideas and practise the script so that the delivery is smooth and natural. Now you are ready to film.



Dave Burns: Co-founder

Research Phase

A close-up photograph of a person's arm with a large, colorful tattoo of a bird and floral patterns. The person is wearing a dark blue t-shirt and is holding a professional video camera. The background is a bright, out-of-focus studio environment with various cables and equipment.

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Video marketers get 66%
more qualified leads per year

Oberlo

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3 Step Phase

First you need to clearly identify the foundation of your message. To clarify the end message you need to be clear on the following 3 points before you start your planning.

- 1 Breakdown the psychology of your ideal client **Client Avatar**
- 2 What are the most unique aspects of your offer? **Your Specific Offer**
- 3 What is the key message of your advert? **Irresistible Message**

Target Client Avatar

The person in a specific situation, with specific beliefs. Who is likely to invest in your offer?

Your Specific Offer

The value you're able to add to your client's life. What transformation can you offer?

Irresistible Offer

How we piece everything together and convey our amazing offer to our ideal avatar.



Creating an Avatar

To make an effective video that speaks to our audience we need to focus in on who we want to target. If we make a video that tries to speak to everyone it will speak to no one.

In order to show an irresistible offer we can't be general. When was the last time you bought something that didn't solve an issue you had? If it doesn't solve someone's problem it isn't going to help you sell your product or service.

So when creating an avatar we don't go broad, we go deep!



Demographic v Psychographic

Most people only think about demographics when marketing. Age, gender, race, income, education, marital status, employment, homeownership etc.

The best marketers target Psychographics.

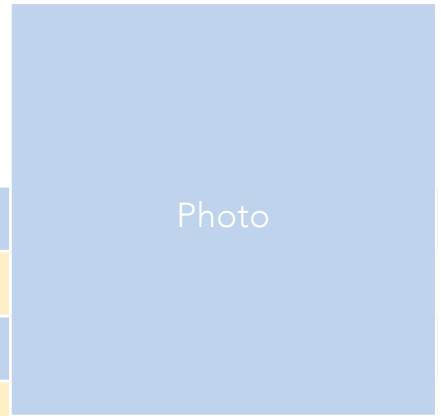
Frustrations, desires, mindsets. This directly correlates to purchasing decisions. If there is no desire, no frustrations then often there is no purchase.

Everything else can change... psychographics remain constant.

When creating the script for an advert, to increase the chances of success we need to call out to psychographics above all else.

Use the client avatar template to clearly outline your ideal client.

Customer Avatar Template



Customer name
Age
Gender
Occupation
Job Title
Income
Educational Level
Personality Traits
Other

Frustrations, Desires, Mindset

Challenges and Issues

Sources of Information

Role in Purchase and Objections

Creativity Phase

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72% of customers said they would rather learn about a product or service by way of video.

Optinmonster

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So now you have your target customer Avatar and you are clear on the persona you are going to speak to in your ad, its now time to turn the theory into reality

The script should be broken into **4 stages**

- 1 The Hook - The powerful attention grabber**
- 2 Identifying the gap**
- 3 How your offer bridges that gap**
- 4 Call to action**

Keep in mind what you learnt in your research phase. At this stage quantity over quality is ok, Get as many ideas down as possible. It is time to get creative!





The Hook

The powerful attention grabber

This is the single most important part of the video. “The hook” is only the first 5-10 seconds of your video, however, it will make or break the success of your video. It has to be good enough to make your potential customer stop scrolling. You can have the best offer in the world but if the viewer doesn’t stop to watch, and you don’t capture your audience, the video is obsolete.

Creating a Hook

7 Tips for your hook

- 1 Be different! Did you know?**
The average person sees 5000 ads per day? **STAND OUT.**
- 2** Call out to your specific client.
Remember your Avatar! Don't try to speak to everyone.
- 3** Don't open with your logo, people don't care who you are. They care about **what you can do for them.**
- 4** Try to **enter the conversation** your customer is already having in their head.
- 5 Use visuals** to emphasis your point.
- 6 Ask questions** in your hook. If the customers' answer to your question is "yes" this is a strong hook.
- 7** Offer a **solution** in your hook, offering value rather than hard selling.



Identify the Gap

Once hooked, now is the time to resonate with your audience.

Everything that is bought or sold whether a product or service is because it solves a problem. The “customer journey” starts with a problem and ends with a solution. Your offer should bridge this gap

4 Tips to identifying the gap

- 1 Clearly outline the gap, affirming with the customer your understanding of their pain point.
- 2 Highlight their pain point. What doesn't the customer have in their life that they want? If you don't know, why not go out and ask potential customers? Use the most common language and key phrases they use in your advert. Ask face to face or create a short questionnaire and use the phrases that they use.
- 3 Outline the alternatives that don't/ haven't bridged the gap. This is known as opportunity cost.
- 4 Strengthen your message with relevant visuals.



How your offer Bridges the Gap

Here is where you highlight the solution. It's time to share the features and benefits you offer the potential customer.



4 Tips to bridging the gap

- 1 What are the specific results and benefits? Here is your time to brag about the solution. You must demonstrate what you offer by using; testimonials, reviews etc.
- 2 Emphasis what makes your offer unique.
- 3 Differentiate yourself against the competition; better pricing, performance, better results, more experienced?
- 4 Help the viewer visualise the journey across the gap to the solution. Again try to use the language of the customer.
 - 4a Use enticing visuals to emphasis the solution.

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Personalized CTAs convert 202% more visitors into leads than untargeted CTAs.

HubSpot

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Call to Action

The most effective advertisement is known as 'direct response advertising'. This is designed to trigger a positive quantifiable action by the viewer to the next step of the buying process.

Examples of call to action can be;

- Click a link to a website
- Like, follow, share, comment
- Contact – Call, text, email, buy now!

The call to action must be clear! Confusion leads to NO ACTION and back to scrolling! The potential customer is lost.

4 Tips to call to action

- 1 Be specific on what they need to do! Use visuals to show the next step to make the viewer at ease with taking the next step.
- 2 Repeat the value proposition again just before the call to action.
- 3 Outline “The Choice”, visualise the viewer back at the problem stage reaffirming that taking this next step will improve their situation.
- 4 Position your next step as a “no brainer”. This will be done if you effectively communicate the four steps of the storyboard.

Use the script storyboard template to help you through the process.



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A CTA within a video gets 380% more clicks than their normal sidebar CTAs.

QuickSprout

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Script template

The Hook

The Script	How will you use visuals to show this?
<p>This is where you write your script. The word for word message either you or your voiceover artist will use to communicate to the audience.</p> <p>In this first section, outline how you will capture the attention of your ideal client.</p> <p>Will you use a question?</p> <p>A big claim?</p> <p>Will you capture them with humour?</p> <p>It's up to you but the bigger the better.</p>	<p>This is where you write out, organise and brainstorm visual ideas.</p> <p>How will you communicate this part of your script to your viewer through visual representation?</p> <p>The more creative the better here, try and this on something unique.</p> <p>The more detailed you are here the easier it will be when shooting your video.</p>

Script template

Identify the Gap

The Script	How will you use visuals to show this?
<p>What is the problem that your product/service is solving?</p> <p>The clearer the message the better.</p> <p>Remember the more is resonates with the customer the better.</p> <p>Paint of picture of where they are now and where they want to be.</p>	<p>What can you do here to open the eyes of your viewer?</p> <p>Could you use stock footage to help illustrate your point?</p> <p>Could you use a "before" shot of one of your previous customers?</p>

Script template

How Your Offer Bridges the Gap

The Script	How will you use visuals to show this?
<p>Time to clearly outline the solution to their problem.</p> <p>The more you can push this point the more successful your video advert.</p> <p>How does your offer differ from your competitors?</p> <p>What do you do that others don't?</p>	<p>Show a customer using your service/product.</p> <p>Show the problem being solved, maybe an "after" shot of a previous customer.</p>

Script template

Call to Action

The Script	How will you use visuals to show this?
<p>Tell you viewer exactly what they need to do next. Reinforce the point. Outline the choice:</p> <ol style="list-style-type: none">1. stay where you are, with your problem2. make the next step and solve your problems	<p>Don't just tell them what to do, show them. Use a shot of someone clicking on a link, picking the phone up, etc</p> <p>Show a happy customer or their positive feedback.</p> <p>Make the viewer visualise themselves in the place they want to be.</p>

Dimension Phase



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Online video consumption has increased across all age groups in the last 5 years but the largest increase is seen in people over 46 years old

Limelight

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Features to help create a **compelling video**

- Value Stack
- Comparison Stack
- Validate your claims
- Testimonials
- Case studies
- Third-party research
- Objection prevention
- Using B Roll
- Using motion graphics

Value Stack

Walk the viewer through each and every benefit of your offer. Benefit after benefit after benefit.

The value stack phase will come soon after the “bridge the gap phase”.

Add the list of benefits into your storyboard. Remember this is not your product or services features. No one cares about this! Only the benefit is of any interest to the viewer.

Examples of features v benefits

Feature	Benefit
iPod 32 GB of storage	1000's of songs in your pocket
Phone battery 4000mAh	Long-lasting battery means you don't need to carry a charge around with you



Comparison Stack

Get to know your competitors! What are the downfalls in their solutions?

Are potential customers trying to solve a problem without buying an offer from you or your competitors. Try to justify the money spent with you against the time saved by hiring a professional.

List the pros and cons for your solution, your competitors solutions and the result of no action for your customers.

List the ways in which your offer differentiates against your competition.

What will the **customer experience** if they choose an alternative?

For example:

- instead of trawling through hours of YouTube videos, our online course will teach you what you need, saving you hours of your time.
- save time and employ a videographer that can create your storyboard for you



Testimonials

Testimonials are a common way to validate your claim. People tend to trust third party opinions. How many times have you checked the star rating for a product or service. Almost every time you buy!

Get your existing customers on camera. This will authenticate the message better than using only written testimonials.

There are a number of **styles of testimonials**

Selfie mode

An amateur style taken on the customer's own phone. It is fine that it's not professional looking as the viewer will appreciate the authenticity. This is best used by B2C businesses pages.

Polished mode

Professionally produced video, with structure. More formal, engaging the commercial end-user.

Long form testimonial

This is an interview style, uncut, testimonial using a virtual meeting platform. Recorded and added to video streaming site. Due to its long nature, it will not be effective with cold leads. Typically this style is used after the lead is a little more engaged, known as a warm lead.

Testimonials are best used in the "how your offer bridges the gap" phase of the storyboard.





Third-Party Research

The use of third-party research can be used specifically for your product, service or for the market sector you operate in. Use third-party statistics to reinforce the value of your offer.

If your product/service has been featured somewhere else, use this in its original form for your video. For example "featured in" or "as seen on".

Objection Prevention

Objections are reasons/justifications not to buy. If you have made a great case so far in your video persuading your customer of the value of your offer the customer may now think it is too good to be true.

Pitch your offer to friends/family/colleagues and ask them if there are any reasons why you would not buy. Note down the common reasons!

When writing the "how your offer bridges the gap" section of the storyboard have these objections in mind and add a specific response to these objections.



B-Roll and Stock Footage

B-Roll is commonly used within video production. Footage is cut in between the main subject to help maintain the pace of the video to keep the viewer engaged but also to help emphasize the point of the subject.

Stock footage is B-Roll that you can buy. There are many websites selling clips you can use and edit into your video.

B-Roll will make up a large part of the storyboard template taking up the “How will you use visuals to SHOW this?” section.

Typically a 5-15 second clip cost £40-60.

However there are some sites which offer free footage as part of a subscription:

- Pond 5
- Adobe Stock
- Shutterstock
- Pexels
- Storyblocks
- Envato Elements

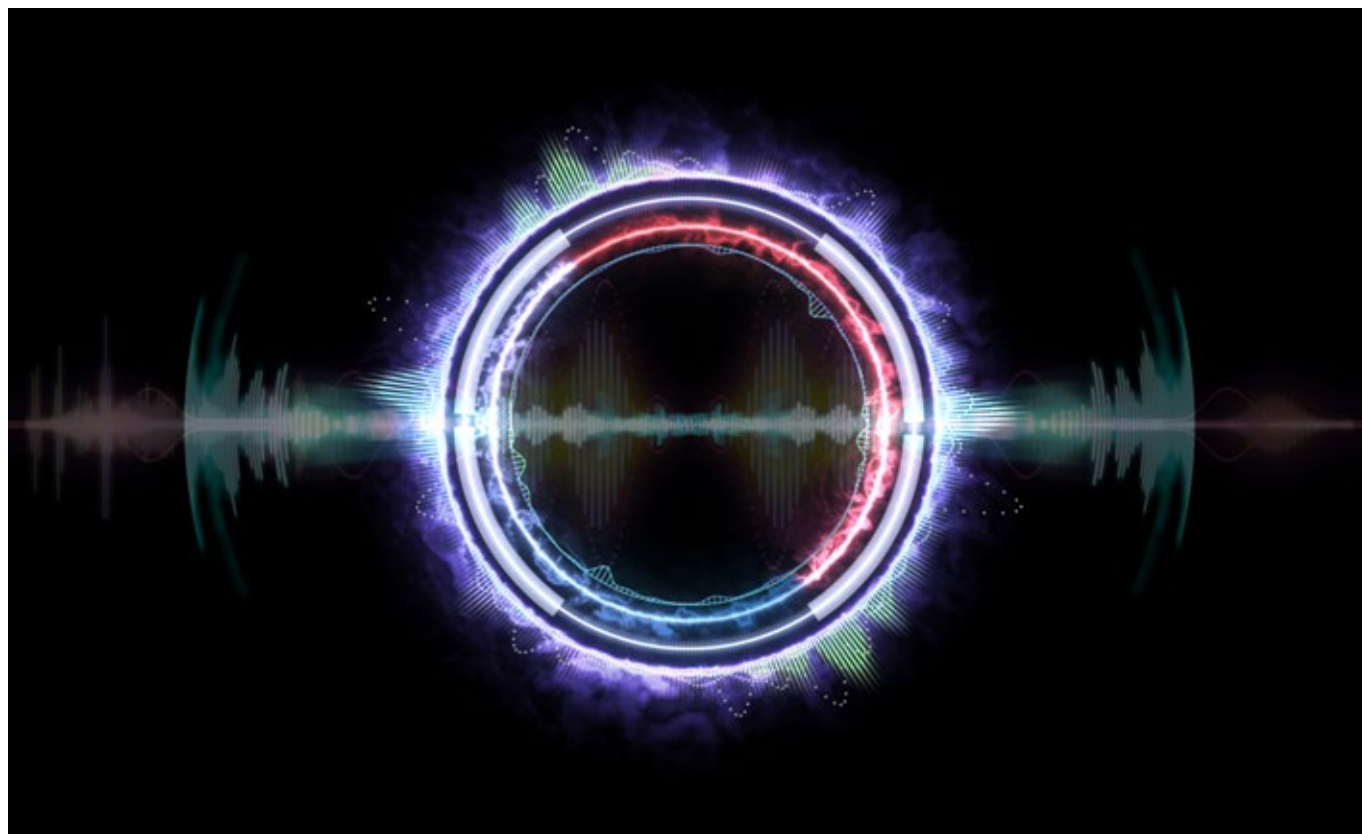
Motion Graphics

Motion graphics are used to highlight detail that is difficult to explain with just visuals. This is most often used when there is no talking head/voiceover. It can be text, screen recording or images anything that adds value to the offer. There are endless styles. Here are some examples:

www.b2videography.com/motiongraphics

4 Reasons to use Motion Graphics

- 1 Scientifically proven! The human eye is naturally drawn to motion and keeps the attention of the viewer.
- 2 They are a simple, easy and relatively low cost addition to the video.
- 3 They can easily add production value, if you don't have experience filming cinematic footage.
- 4 They will increase clarity of your offer point which is of #1 importance!



Finalise Phase





Now is the time to pull all of your work together. Finish adding all your ideas to your storyboard. Read through it multiple times. Highlight the most powerful ideas and remove the ideas that don't add to the goal of the video. Expand and elaborate on the ideas to create a clear message with copywriting.

Read the script out loud to make sure it sounds natural, clear and impactful. When you are happy with it, share it with friends and colleagues and get feedback.

Review the feedback and amend the script as you see fit.

Now all there is to do is film it!!

Help

If you need any help with the filming go to our website www.b2videography.com and fill in an enquiry form. We can give you a free 30 minute call to discuss any questions you have or we can quote to run the production for you.



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